



Management Committee Regular Meeting
Wednesday, June 14
2-4 PM

Zoom Location:

<https://us02web.zoom.us/j/81107251517>

Physical Location:

Siskiyou Economic Development Council Conference Room
1512 S. Oregon St, Yreka CA 96097

I. **Call to Order:** Meeting called to order at 2:04 PM by Aman Dhillon

II. **Roll Call:**

In person: Lowell Pratt (Board Member), Mark Lilley (Board Member)

Zoom: Aman Dhillon (Board Chair)

Absent: Darlene Mathis (Board Member), April LaFrance (Board Member)

Guests: Lonnie Lott (Railroad Park Resort Co-owner), Bhaumik Modi (Budget Inn, Townhouse Hotel, and Hi-Lo Motel + Café Owner)

III. **Public Comment:**

-None-

IV. **Consent Items:**

-None-

V. **Discussion Items:**

a. Staff Report

i. Staff Reports

1. Program Director Heather Dodds reported that the digital marketing manager new hire they introduced at the last meeting was let go, and they are working with Augustine to run social media, search, blog, and email marketing until further notice.
2. Heather introduced the new Discover Siskiyou Summer Brand Ambassadors, Emma Watton and Olivia Hinton. Aman asked Emma and Olivia for a report on Gold Rush Days, and they reported that they saw a steady flow of traffic from both residents and out of town visitors. Aman suggested advertising co-op opportunities at the booth for local business owners who stop by, and Mark asked if we could display brochures from local

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lodging properties. Heather replied that both are great ideas, and staff will connect with lodging owners on our schedule of event appearances so that they may provide us with brochures to display.

3. Jason Young reported that Gold Rush Days saw an increase this year of 1,400 visitors compared to last year. Additionally, the amount of overnight visits tripled from 3% last year to 9% this year. Lowell noted that this number is actually more than triple since the total visits were higher.
- ii. Finance Report
 1. Finance Director Jen Thackeray and Heather reported that we are at 105% of our assessment projections for the year with one month left to go, and with a few jurisdictions still needing to remit payment for past months (this is in the process and due to staff changes at the city level).

VI. Action Items:

- a. Approval of Management Committee Meeting Minutes dated April 26, 2023
 - i. Committee to review, discuss, and vote to approve the April 26, 2023 meeting minutes.
 1. No edits or additions identified
 - a. Motion to approve: Lowell Pratt
 - b. Second: Aman Dhillon
 - c. All in favor, motion carried
- b. Discussion and Possible Approval of Fiscal Year 2023/24 Marketing Plan + Budget
 - i. Committee to review, discuss, and vote to approve the Fiscal Year 2023/24 Marketing Plan + Budget.
 1. Heather walked the committee through updates to the marketing plan, including an emphasis on building destination resilience, focusing more on traditional FAM tours rather than exclusively social media influencers, and a plan to seek the county's approval to be named Siskiyou County Film Commissioner so that the staff can promote Siskiyou as a filming location for films, tv shows, commercials, etc. The committee expressed strong support of the film commission plan, with Mark noting that his property has hosted productions before and it's not always easy for the lodging properties. Staff noted that Film Shasta Director Sabrina Jurisich has expressed support of this project and offered to mentor our team, and we will reach out to her to help lodging properties craft contracts that work in their best interest.
 2. Lowell asked if Ripe was included in the budget, and Heather noted it is housed under the website line item. Bhaumik asked if it made sense to charge lodging properties a small fee to utilize the service, and the committee responded that they do not wish to charge. Staff will work to update lodging property photos in conjunction with the Ripe team building out new landing pages for each property.

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3. Lowell suggested messaging targeted toward PCT hikers, and staff agreed that it might make sense to create a landing page for PCT thru hikers with restaurant and lodging recommendations for friends and family who plan to come visit them on the trail. Mark noted that hikers often plan trips and stops well in advance, and that this might be useful in getting more hikers to spend nights in hotels rather than campsites. Lonnie noted that hikers sometimes will leave properties dirty, and staff agreed to include messaging about treating lodging properties with respect.
4. Heather noted that we are projecting co-op income of \$100,000 next fiscal year, and this will be spearheaded by DS staff member Amanda Harris. Amanda outlined her plan to attain this goal, which will include securing event sponsorships, brand collaborations, co-op marketing, and impact investments. Bhaumik inquired why a reserve is not noted in the budget, and Jen replied that we keep a close eye on spending throughout the year and adjust to maintain a healthy reserve.
 - a. Motion to approve: Aman Dhillon
 - b. Second: Mark Lilley
 - c. All in favor, motion carried

VII. Adjournment of Management Committee Meeting:

- a. Next meeting date:
 - a. Heather will send Doodle Poll for September